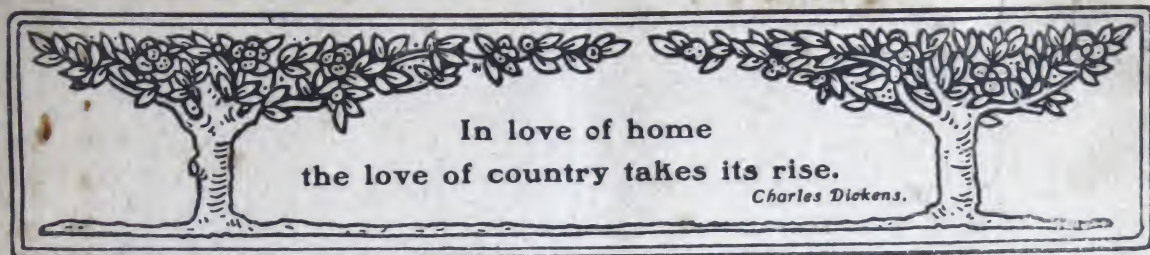


769/mo/T.P.  
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# GARDEN CITY IN THE MAKING

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24 PAGES. ILLUSTRATED. PRICE ONE PENNY.

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HITCHIN:  
GARDEN CITY PRESS LIMITED, PRINTERS,  
AND AT LETCHWORTH.

## PREFATORY NOTE.

*This little booklet has been carefully prepared by the Secretary and is believed to be correct, but is not to be taken as part of the Company's prospectus. It is subject to variation at any time, and is not to form a basis for any contract. Intending residents and others wishing to purchase or rent houses, or to lease land for Residences, Factories or Small Holdings, can obtain LETTING PLANS, PARTICULARS OF PLOTS, HOUSES, etc., from the Estate Office, Letchworth; the Enquiry Office, Letchworth Station; or 348-351, Birkbeck Bank Chambers, Holborn, London, W.C.*

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### CHEAP RETURN TICKETS FROM LONDON,

*are issued at the Great Northern Railway Booking Office, King's Cross, daily. 2s. 6d., Third Class; 6s., First Class.*



# Garden City in the Making.

## The Garden City Estate.



HAT has come to be known as the "Garden City" Estate comprises an area of 3,800 acres, lying in the extreme north of Hertfordshire,  $1\frac{1}{2}$  miles from Hitchin Junction on the main line of the G.N.R. The estate is the property of a limited company called "First Garden City Limited," by whom it is now being developed on original lines as a site for an industrial and residential town.

The Estate was acquired by the Company in September, 1903, at the average price of about £40 per acre, including buildings and timber, and is admirably adapted for the purpose of residential and industrial development.

## Not a Land Speculation.

This Company has not been formed with a view of entering into a land speculation, its primary object being to promote a great social improvement, and to deal at once with the two vital questions of *overcrowding* in towns and *depopulation* of rural districts.

The Land comprised in the Estate, and certain public services will be held by the Company on behalf of the whole community, in whose interests the liquor traffic will also be publicly controlled, but no attempt will be made to interfere with the ordinary privileges and liberties of the individual.

To quote from the first prospectus of the Company:—

"The difficulties of dealing with the Housing Question in our overcrowded industrial centres become increasingly apparent with every fresh attempt at amendment. The expense is enormous, while improvement in one direction frequently increases the evil in another. The only satisfactory way out of the difficulty is to start afresh and establish a new town to which those manufacturers whose businesses admit of such removal may go.

## Exceptional Features of the Scheme.

"The exceptional features of this scheme are that the town is to be limited to a population of about 30,000 inhabitants, that the greater proportion of the estate is to be retained for agricultural purposes, and that the *dividends to shareholders are to be limited to a cumulative dividend of five per cent per annum*. In the event of a winding-up the shareholders would be entitled to no more than a return of their capital with a bonus not exceeding ten per cent. plus any arrears of dividend. The advantages anticipated from this new departure in the development of a building estate are:—Firstly, the provision of hygienic conditions of life for a considerable working population. Secondly, the stimulation of agriculture by bringing a market to the farmer's door. Thirdly, the relief of the tedium of agricultural life by accessibility to a large town. Fourthly, that the inhabitants will have the satisfaction of knowing that the increment of value of the land created by themselves will be devoted to their own benefit.

## No Haphazard Development.

"The control of the site of a town from its commencement obviously offers an unparalleled opportunity for the provision of open spaces and allotments while land is cheap, and also for the supply of power, light, and water on advantageous terms. These supplies the Company propose either to undertake themselves, or to procure on the lowest possible terms. An adequate supply of good Water can be obtained at a moderate cost.

"The Directors feel sure that the First Garden City will complete the proof (already in part furnished by such experiments as that of Messrs. Cadbury at Bournville and Messrs. Lever Bros. at Port Sunlight) that such an undertaking is feasible and provides a safe investment for capital at a reasonable rate of interest. When this has been done the Housing Question will be in process of rapid solution by the multiplication of settlements on similar lines to 'First Garden City.'"

### **Existing Population.**

When acquired by the Company, the population on the estate, including the two villages of Willian and Norton, was about 450. There was also a population of about 20,000 in towns and hamlets within three miles of the Estate; nearly the whole of the property is in the *Hitchin Rural District*, and comprises the Parishes of Letchworth and Norton and parts of the Parishes of Willian and Radwell.

### **Railway Facilities.**

The Estate is traversed, not only by important highways, but for a distance of two and a half miles by the Great Northern Railway main line from London to Cambridge, and is within one and a half miles of the Great Northern main line from London to the north, and of the Midland line from Bedford to Hitchin.

### **New Station and Goods Sidings.**

The Great Northern Railway Company has constructed at its own expense, and opened for traffic, a new station in the centre of the Estate. The Service to and from this station is set out in the accompanying time table, and will be considerably improved as time goes on. There are also 52 trains per day to and from London and Hitchin, the fastest taking only 39 minutes in the journey. A 'Bus Service runs between Letchworth and Hitchin. The new Goods Sidings are the property of the Garden City Company. They have been provided at a cost of about £2,000, and are capable of dealing with a large amount of traffic. It is possible, under the scheme of development to provide Private Sidings for about 120 acres of Factory Sites.

### **Factory Sites.**

The sidings and factories will be grouped together and screened from the residential quarter of the town by a hill and a belt of trees. In view of modern developments in gas and electrical power, steam is not likely to be largely used for manufacturing purposes, and smoke will be much less prevalent in Garden City than in older towns.

The establishment of manufacturing industries in the new town is an essential part of the scheme. The pressure of rates and rents and the congestion of traffic in London and other large centres are causing manufacturers to remove their works into smaller towns in country districts, and exceptional advantages and facilities are provided for these manufacturers in Garden City. Plenty of room can be allowed for extension of the factory, and the workers are provided with healthy homes at low rents near their work. (See separate leaflet "Why Manufacturers should Move to Garden City.")

### **Access by Road.**

The main road to London from the North passes near the edge of the Estate, and motor transit to London and to the Thames will be simple and easy. It is estimated that goods can be taken to London by this means at a cheap rate. Two good county roads intersect the estate parallel with the Railway. These roads have been connected by the construction of Norton Way, a new road over one mile long formed by the Garden City Company to link up the North and South of the Estate.

The Company has already constructed a total of over three and a half miles of road during the first eighteen months of its ownership of the Estate. (This is equal to the total length of road at Port Sunlight).





View of Letchworth Lane.  
*(This lane will be preserved as a feature of the Estate)*



*Model Cottages*

View of Norton Way.

*Semi detached Villas, 8/6 weekly,  
 including rates.*



Pond in Letchworth Park, adjoining Golf Course.



### **Suitability for Private Residence.**

Proximity to London and rapid train service. The site is healthy and picturesque; a great part has a southern aspect, with fine views; subsoil, chalk, overlaid in places with sand and gravel; altitude, 200 to 350 feet above sea level; water supply, excellent. Building is cheap, owing to plentiful supply of building material in the district; low rents and rates, and moderate price of labour.

### **Freedom from Waste or Marsh Land.**

All the land is suitable for building and for the best system of agricultural development.

### **Drainage.**

The estate is excellently situated for urban development, and over 1,000 acres in the centre can be drained to one point. Sewers have already been laid along the roads on which development is taking place, and land at a considerable distance therefrom has been set aside for the disposal of the sewage; ultimately larger works will be established at a still greater distance.

### **Water Supply, Gas, etc.**

Water of excellent quality is obtained from a borehole 200 feet deep, protected by steel tubing, round which the Company will preserve a considerable area of unbuilt-on land; the present supply is considered as sufficient for 6,000 inhabitants. The reservoir holds 250,000 gallons, and lies at an altitude of about 130 feet higher than any other part of the estate, thus providing a good pressure for all purposes.

The Garden City Company's Gas Works will be ready to manufacture gas about the beginning of July. The plant is of the most up-to-date character, and it is anticipated that the Company will be able to quote favourable terms for light and power purposes. Gas mains have already been laid along the principal thoroughfares. An electrical plant will probably be laid down in the near future.

### **Plan of the Town.**

A plan of the Estate and proposed Town, with short description is appended to this pamphlet. The area occupied by the Town is about 1,300 acres, including 100 acres of Parks and Open Spaces; and the Agricultural Belt and Golf Course comprise about 2,500 acres.

### **Population provided for.**

Provision is made for a Population of 30,000 persons, or about 35,000 inclusive of the Villages outside the Town and the Population engaged in agricultural pursuits. The density of the Population will average about 23 per acre on the Town Area, and 9 per acre over the whole Estate.

### **Agricultural Belt.**

One of the objects of the Company is to maintain a permanent agricultural belt round the Town. This will comprise about 2,500 acres, or nearly two-thirds of the whole Estate, and its preservation as a permanent feature of the scheme will greatly enhance the value of the Town as a place of residence.

The development of the large area to be thus devoted to agriculture will form not the least important part of the scheme. It is well known that where small holdings can be established in touch with a proper system of agricultural organisation and education, and under a system of tenure which gives the tenant security in the development of his holding, agricultural depression and rural depopulation scarcely, if at all, exist. The Garden City Company will set aside a large part of its Estate for small holdings, and will secure the provision of the

necessary co-operative and other facilities for making these successful. In this way it will provide an object lesson of immense value to the country. Several small holders have already taken land, and a Small Holdings and Allotment Society and an Industrial Bank have been formed on the Estate.

### **Public Parks and Open Spaces.**

The intention of the Company is to set aside about 200 acres of land for public parks and open spaces—including 70 acres of Norton Common and an excellent golf course which has been laid out in Letchworth Park.

### **Exceptional Advantages from a Health Point of View.**

The fact that one of the objects of the Company is to restrict the average number of houses per acre and that the density of the population is not likely to average more than ten persons to the acre, indicates that the new town is likely to have exceptional advantages from a health point of view. Towns which possess crowded districts or slums of any description, however healthily situated, are necessarily productive of unhealthy conditions. Although these conditions only affect the well-to-do resident, or the better class artisan to a limited extent directly, they undoubtedly produce a large amount of disease indirectly.

### **Sites already Let (June, 1905).**

Sites for from 300 to 400 houses and cottages have been let, about 200 new houses are erected, or in course of erection, and from 30 to 40 of these are already occupied.

Sites have been let to the following manufacturers:—

Messrs. Heatley-Gresham Engineering Co. Ltd., Motor Manufacturers;

Messrs. Garden City Press Ltd., Printers;

Messrs. Vickers and Field, Asphalte Manufacturers; and

Messrs. Ewart and Son Ltd., Geyser Manufacturers.

The works of the first three are either erected or in course of erection. Other sites have been selected by Messrs. Idris and Co., Mineral Water Manufacturers; and the Garden City Laundry Co. Ltd. Several depots have also been established on the Estate for the supply of builders' materials, &c., and nearly

### **One Hundred Architects and Builders**

are at present engaged in building operations on the Estate, either in connection with the Cheap Cottages Exhibition or ordinary development. The Garden City Company has not itself engaged in building operations, with the exception of erecting eight cottages for its workmen, but leaves this part of the development entirely to private enterprise.

### **Postal, Educational, and other facilities.**

There are now two post offices on the estate, and a third will shortly be provided. Arrangements have been made with the Post Office Authorities to immediately provide a telephone service.

The district is well served by tradesmen, and about ten shops will be erected during the summer of 1905.

There is an excellent Grammar School and good private schools in Hitchin, and arrangements to establish new schools at Letchworth are under consideration.

There are churches at Letchworth, Willian, Norton and Radwell, all on or immediately adjacent to the Estate. The local Free Church Council is arranging for the immediate erection of a Mission Room for Nonconformists. Lectures, Entertainments, and other means of catering for the public amusement are being organised by a local Committee.



## **Hotels and Inns.**

There are two Temperance Hotels and two Licensed Inns on the Estate. Letchworth Hall Hotel is a first-class Temperance Hotel, adjoining and overlooking the finely-timbered Park in which the Golf Course is situated. It contains many interesting features, including large baronial hall and old Jacobean mantelpiece. The Station Commercial Hotel has just been erected at the junction of Norton Way and Station Road, and is three minutes' walk from the station. The Fox Inn, in the beautiful village of Willian, has been leased to the Peoples' Refreshment House Association, and been entirely reconstructed and improved, providing facilities for residence or simple refreshment.

The Three Horseshoes Inn at Norton is also under the temporary management of the above Association, but sleeping accommodation is not yet available at this house.

## **Golf Club.**

Intending residents desirous of joining the Golf Club should write to the Secretary, Letchworth Hall, Herts. Temporary membership and day tickets can be had at the Hotel.

## **Land Tenure.**

As already stated, the Garden City Company, in proposing to found a new town for industrial and residential purposes, is not entering into a land speculation; it does not desire to reap for itself the entire profit which will accrue from the conversion of agricultural land into building land, and from mere building land into the site of a well-developed town, and subject to the five per cent. dividend, it has carefully deprived itself and its successors of the power to do so. The Memorandum of Association of the Company provides that all profits beyond a cumulative dividend of 5 per cent., which is regarded as a fair return to the Shareholders, shall be used for the benefit of the town and its inhabitants. AS THE PROFIT ABOVE THE 5 PER CENT., THEREFORE, CANNOT BE RETAINED BY THE COMPANY, IT WILL GO TO THE TENANTS IN ONE WAY OR ANOTHER.

It is therefore necessary that the town should be developed on business principles, and that the land should be let at the highest rent obtainable. It has been decided that the leasehold system of tenure is most suitable, and for the present the leases being granted by the Company are ordinary leases for a period not exceeding 99 years at a fixed rent, the reversion falling to the Company at the end of the lease in the usual way.

The Company's lease has the great advantage over the ordinary system that the reversion of the improvements will ultimately go to the community as a whole, and not to private individuals.

## **Why Rates will remain low.**

It is further to be borne in mind that the rents paid by tenants are not absolutely outgoings as rents ordinarily are, but a considerable proportion will be available for purposes which are paid for in existing towns out of the rates. The construction of Roads, Sewers, and the provision of open spaces, and all costs of development, the burden of which usually falls upon the local authority and is therefore charged to the tenants, either in the form of a capital charge or as rates, will be met in Garden City out of ground rents. There is therefore no comparison between the ground rent payable in Garden City and that payable in other districts, in which

the freehold price only covers the actual cost of the land. Moreover, the actual cost of public services will, it is obvious, be less in a city planned from the beginning, and the site of which has been bought at agricultural value, than in ordinary towns, where public services are carried out only after land is at a high price and numerous vested interests have grown up. The supply of Water, Gas, and other services will be carried out by the Garden City Company in the public interest, and any profits from these supplies will be dealt with similarly to the other profits of the Company. Putting these two facts together, it is evident that rates should remain low in Garden City, the rents proving sufficient to cover many public services, and as the profit which prospective tenants may hope to derive will depend upon the success of the Company in securing the rapid establishment of the town, it is hoped that intending settlers will recognise that their interests are in common with those of the Company.

### Present Rents and Rates.

The present rental of land for cottages and residences carrying with it the above advantages, varies from £10 to £25 per acre, according to situation. Not more than 12 houses are being erected on the net acre of land leased, and the annual ground rent of a cottage in the town area may, at present, vary from about 17s. 6d. to £2.

The county and local rates are about 3s. 6d. in the £, including poor and education rate.

### Comparison with other Districts.

It is difficult to give a proper illustration of the advantages which will accrue to the residents of Garden City as compared with towns which have been developed on land held in the hands of various owners, which have been allowed to grow up in haphazard fashion, and whose inhabitants are incurring large expenditure in order to undo the evils of the past and meet the new demands of the age in which they live. But a comparison of the cost of house room in an outlying London suburb and in Letchworth may be useful.

In housing experiments which have been made in the outlying suburbs of London, and in towns of about 30,000 inhabitants, the cost per house works out approximately as follows:—

Cost of erection of five-roomed cottages in groups, 10,000 cubic feet at 6d. per foot .....	£250	0	0
Cost of land, £500* per acre, 20 cottages to the acre.....	25	0	0
Cost of sewers, roads, etc., at £350 per acre .....	17	10	0
	<hr/>		
	£292	10	0
Rent, calculated at 6 per cent.=£17 11 0			
Add Rates, etc. ....	3	10	0

Total Rent ..... £21 1 0 or over 8/- per week.

Garden space, about five poles.

At 12 houses to the acre the weekly rents would require to be about 9/-.

In Letchworth, under similar conditions, the cost would be as follows:—

\* The cost of the land used for workmen's housing schemes in some comparatively small towns—for instance, Leek and Richmond—has been from £750 to £900 per acre.





Willian Pond and Fox Inn



Letchworth Hall Hotel: View of Tudor Wing









View of Letchworth Station (centre of Estate)

*(Sign of Cheap Cottages Exhibition on the left, and of main centre of town on the right)*



Coming Home from School, Letchworth Lane



Cost of erection in groups at $4\frac{3}{4}$ d. per cubic foot.....	£200
Ground Rent (roads and sewers made) :—	
£15 per acre per annum—at 20 years purchase, £300.	
Per Cottage at 12 to the acre .....	25

Rent calculated at 6 per cent. £13 10s.  
Add rates, etc. .... I 15

£225

£15 5 = about 5/10 per week.

Garden space about 10 poles.

The saving in the above case represents over 3/- weekly, but to this must be added the great saving of time and money on the part of those who are compelled to travel great distances to and from their work, and who may find employment in Garden City, within walking distance of their homes. They will not only save the expense of travelling, but may use the time saved in cultivating their gardens, which will bring them a return of 1s. to 2s. per week.

This comparison shows the advantage to those who desire to live in the town area of Garden City. To those who have leisure and opportunity to cultivate half an acre of land on the agricultural area of the Estate, the privilege of doing so will only cost them about 1s. weekly in addition to the above rent of 6s.

### Building Operations.

There is a large demand for houses on the estate, and building operations can be advantageously undertaken by builders, for the following reasons :—

(1) The low rates, equitable conditions of tenure, and healthy environment of Garden City create a large demand for houses, which reduces the risk of the builder, as it is easy for him to find purchasers or tenants.

(2) The fact that plenty of land is placed on the market by a willing landowner stimulates competition and prevents the rents from becoming exorbitant, as they are liable to do in other districts as a result of the scarcity of building land.

(3) The large amount of curtilage round each house not only secures health ; it reduces risk of fire, makes the use of cheaper building materials possible, and gives the tenant more interest and greater contentment in his home.

(4) As Garden City will attract good workmen, and a large number of people of small means desirous of obtaining the combined advantages of town and country life, a larger percentage of the residents will purchase their dwellings than is usual in ordinary towns.

The second factor is one of enormous importance. High rents are not so much due to the high price of land in itself as to the fact that owners hold building land out of the market in order to enhance the rents of surrounding property. The builder benefits temporarily by obtaining exorbitant rents, but he has soon to pay out this increased value in higher prices for additional land. In Garden City any operation of this kind would correct itself, as the Company cannot take more profit than 5 per cent., and must return the rest to the community.

# Short Description of Plan of Proposed Town.

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## General Design.

A glance at the map of the Garden City Estate will show that the site chosen for the First Garden City is already bisected by a railway, crossed by main roads, and well stocked with features of interest. The plan has been prepared in a spirit of respect for what already exists, and in accord with the contour of the land, and it can be carried out without the destruction of any of the standing trees, or of such existing features as Letchworth Park and Norton Common.

## Central Square.

For the Central Square of the town a level plateau has been chosen near the existing station. It is marked on the spot by three isolated oak trees, and lies between the contour lines which mark 290 and 295 feet above sea level. From this plateau the ground slopes gently down on all sides, except towards Letchworth. The roads radiating from this Central Square, which will give ready access to all parts of the town, have been so planned that glimpses of the open country will be obtainable along them from the heart of the town, while they will afford to those approaching from the outskirts good views of the central buildings.

## Station.

The permanent Station will be placed in the cutting to the north-east of the present temporary station. It will be conveniently near to the Central Square, and yet far enough away for the noise and traffic to cause no annoyance.

## Roads.

Care has been taken to plan the roads so that they will have easy gradients without much departure from the natural ground level, and except where the nature of the contours or other definite reasons have suggested curves, straight roads have been adopted, in many cases for the special purpose of affording views of the parks, commons, country, and main buildings, which may add so much to the charm of the town. Some of the roads shown on the plan may not be considered necessary in actual practice. The width of the roads will probably vary from 40 to 60 feet, with the exception of the Main Avenue, which will probably vary from 100 feet to 150 feet wide. During the earlier stages of development the roads will not be made the full width, but the Directors will preserve ample space for future widening, and so avoid the necessity of repurchasing land for that purpose.

It is proposed to have considerable variety in the character of the roads, and while the actual roadway will be adapted to the probable volume of traffic, the total width will be increased in many cases by grass margins between the roadway and footway, in which trees will be planted, or by continuous strips of grass or garden between the roadway and the houses.

## Open Spaces.

The general character of Letchworth Park, where a golf course is laid out, as also of Norton Common, will be preserved as far as possible, and other recreation spaces will be provided inside the town.



## Factory Site.

The sites for factories have been arranged adjacent to the railway on the east side of the town, where there is a large area of land suitably level over which sidings can conveniently be spread, so that direct access to the railway can be given to all factories that may require it. This area will be screened from the town by belts of trees, and the prevailing wind will carry the noise, dust, and any smoke away from the town. The goods station and sidings have been placed near to this area for convenience of the heavier traffic.

## Buildings shown on Plan.

In the central area and in the parts of the town on the south of the railway which it is intended to develop first, the buildings have been sketched in to give a general idea only of what is intended.

A few buildings have also been indicated in other parts of the plan to show where it is proposed to develop supplementary centres, grouping the secondary public buildings and shops around some definite space instead of allowing them to straggle out indefinitely, as so often happens.

## Area of Town.

The total area shown on the plan of the town as likely to be developed is, approximately, 1,300 acres, inclusive of Norton Common and roads. Of this area, about 120 acres are reserved for factories, railway sidings, gas works, and similar development, and 100 acres as Parks and open spaces.

## TRAIN SERVICE.

CHEAP TICKETS - - - - - See Prefatory Note, page 2.

### From London to Hitchin and Letchworth (Garden City).

		am	am	am	am	am	am	am	pm	pm	pm	pm	pm	pm	pm	pm	pm	pm	pm	pm	pm	pm	pm	pm	mid		
King's Cross Hitchin Hitchin Letchworth	dep	5 25	7 45	8 10	9 0	10 35	11 10	11 45	12 40	1 15	1 45	2 30	3 10	4 20	4 30	5 05	5 10	5 49	6 18	7 0	7 30	8 50	9 45	10 0	10 30	10 45	12 3
	arr	6 13	8 43	9 18	9 45	11 20	11 55	12 30	1 22	2 23	3 33	2 7	3 51	5 11	5 29	4 16	6 0	6 50	7 8	7 56	8 16	10 0	10 31	11 2	11 13	11 28	1 0
	dep	6 45	8 50		9 47	11 41	11 57		1 25	2 44	4 0						6 3		7 14								
	arr	6 50	8 55		9 51	11 46	12 1		1 29	2 49	4 4						6 7		7 19								

a Stops when required to leave passengers.

### From Letchworth (Garden City) to Hitchin and London.

		am	am	am	am	am	am	pm	pm	pm	pm	pm	pm	pm	pm	pm	pm	pm	pm	pm	pm	pm	pm	pm	pm
Letchworth	dep	7 20	8 33			10 19		11 24	12 18		2 23		3 6		4 57		7 0	7 31							
Hitchin	arr	7 26	8 38			10 24		11 30	12 24		2 28		3 12		5 2		7 5	7 36							
Hitchin	dep	7 35	8 40	9	8 9	15	10 38	10 43	11 53	12 36	12 55	2 52	3 11	3 50	4	25	13 5	18 6	12 7	8 7	46 8	25 8	30	10	10
King's Cross	arr	8 40	9 34	9	10 10	11 20	11 46	12 47	1 15	2 27	3 40	3	4 44	5	18 5	55 6	0 7	30 7	35 8	30 9	15 9	35	11	16	

## SUNDAYS.

		am	am	am	pm	pm	pm				am	am	am	pm	pm	pm
King's Cross	dep	8 30	9 0	11 45	5 0	6 0	6 55									
Hitchin	arr	9 57	10 18	12 33	5 43	7 23	7 56									
Hitchin	dep	10 4														
Letchworth	arr	10 9														
Letchworth	dep															
Hitchin	arr															
Hitchin	dep															
King's Cross	arr															

# Current Notes : May-June-July, 1905.

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## Public Park and Lecture Hall.

On Wednesday, May 31st, representatives of the worshipful Company of Gardeners visited Letchworth, and named the open space to the east of Norton Way by the title of "Howard Park." It is proposed to erect the "Howard Memorial Hall," in this park at a cost of about £1200. The Park will be named after Mr. Ebenezer Howard, author of "Garden Cities of To-morrow," and the Hall will be erected in memory of his late wife.

## Cheap Cottages Exhibition.

A national exhibition will be held on the Garden City Estate from July to September, 1905, with a view of bringing before the public in practical form, the best and latest ideas on the subject of small cottage architecture and building. This exhibition is not promoted by the Garden City Company, but by an influential and representative committee, of which Mr. J. St. Loe Strachey, Proprietor of "*The County Gentleman*," is chairman. The Exhibition will be opened by his Grace the Duke of Devonshire, K.G., on Tuesday, July 25th. A list of the patrons of the exhibition and members of the committee is published on page 15. Full particulars can be obtained in the Prospectus of the Exhibition, to be had from the Secretary, Cheap Cottages Exhibition, 348, Birkbeck Bank Chambers, Holborn, or at the Estate Office, Letchworth.

## Garden City Tenants, Limited.

Intending residents desirous of erecting their own houses through a Co-operative Society, could not do better than approach the above Society which has started building operations on the Estate. Its address is 22, Red Lion Square, London, W.C.

## Building Loans.

The Co-operative Permanent Building Society, the Nineteenth Century Building Society, and others, are prepared to grant loans up to 85 per cent. of the capital required for the erection of buildings on the security of the Company's lease, at from 4 to 5 per cent. interest.

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## Summary of Development.

Area of Estate : 3,818 acres.  
Cost of Estate : £40 per acre.  
Situation : County of Hertford,  $1\frac{1}{2}$  miles from Hitchin, 34 miles from London.  
Altitude : 250 to 350 feet above sea level.  
Villages on Estate : Wilham and Norton.  
Population, when purchased : 450 (approx.).  
Present population : 900 (approx.).  
Ultimate population : 35,000.  
Number of Builders and Architects engaged : About 100.  
New Roads made : About four miles.

Length of Water Mains (nearly completed) : About eight miles.  
Capacity of Reservoir : 250,000 gallons.  
Altitude of Reservoir : 480 feet, i.e., 130 above any other part of Estate.  
Sewers made : About three miles.  
No. of new Houses occupied : About 40.  
No. of new Houses erected or being erected in addition to those occupied : Over 150.  
Additional No. of Houses to be erected on land let : About 150.





View of Baldock Road from Norton Way



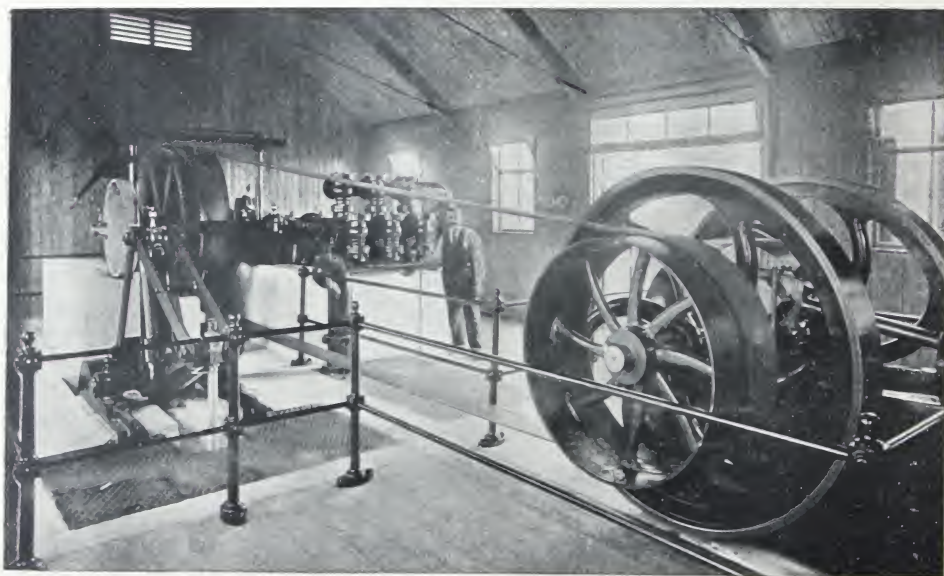
The River Ivel at Radwell



The Gas Works, Dunham's Road



<sup>54</sup> Laneside <sup>55</sup> Letchworth -- Cottages erected by Mr. R. Unwin and Mr. H. D. Pearsall



Water Works - Pumping Station.



# Architects and Builders

At present engaged on the Garden City Estate.

## Architects, etc.

Barry Parker and Raymond Unwin, Baldock and Buxton  
H. M. Fletcher, London.  
W. H. Cowlishaw, London.  
Halsey Ricardo, London.  
Wheeler and Son, London.  
Bennett and Bidwell, Baldock, Hertfordshire.  
Henry Cayley, Rothwell, Kettering.  
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A. Randall Wells, 25, Cornwallis Gardens, Hastings.  
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# The Cheap Cottages Exhibition.

Letchworth (Garden City), Herts.

(34 miles from London, G.N.R. Main Line.

JULY 15TH TO SEPTEMBER 30TH, 1905.

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And the Chairman and  
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## Organising Secretary.

MR. WILBRAHAM V. COOPER, 347, Birkbeck Bank Chambers, Holborn, W.C.



## A Few Historical Facts.

The name "Letchworth" was derived from the Saxon words *Lecha-weorthig*, which signify "The Farm by the Rivulet."

Letchworth Hall was built in 1620 by Sir William Lytton, Bart., of Knebworth. Letchworth Church dates from 1280.

All Saints' Church, Willian, was probably erected before the Conquest; in the Chancel is a Norman arch, dating from A.D. 1100.

Willian village was largely re-built in 1868 by the late C. F. Hancock, Esq.

The Register of Norton Parish Church dates from 1579.

Ickneild Way is the old Roman road that extended from Yarmouth to Land's End.

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## Press Opinions.

"We are not undervaluing the movement for cheap cottages in adding a warning that they must be supplemented by measures of a kind which the promoters of the Garden City appear to understand. The housing question is also part of the problem of the sites of manufactures and industrial operations; and the supply of cheap electrical power outside our great cities may one day prove more potent even than wise philanthropy in solving a pressing question."—*The Times*, July 31st, 1905.

"The founders of Garden City believe the ideal of civic duty is to secure the highest comprehensive development of the race, and that sound physical and economic conditions must needs form the essential basis of such a development. The principles on which this project is based are soundly reasoned, and it owns the supreme merit of being something actually and sincerely in course of accomplishment."—*The Morning Post*, 24th June, 1905.

"The new Railway Station at Letchworth is an obvious proof to the public that the 'Garden City' movement, so long and so vigorously advocated by Mr. Ebenezer Howard and the Garden City Association for the past six years or more, has now definitely reached the stage of actuality. This is matter for the heartiest congratulation, and is in itself the best omen for continued success, and the best proof of the soundness of the general principles to demonstrate which the scheme was first conceived and carried into execution. Every one will heartily hope that the example thus set will be largely followed, and that the First Garden City of Letchworth will only be the pioneer and forerunner of very many Garden Cities built and organised on the same lines."—*Pall Mall Gazette*, 14th June, 1905.

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## THE GARDEN CITY.

By REV. CANON RAWNSLEY.

No MORE in sunless cities, grim and grey,  
Thro' brick-built conduits shall the nation pour  
Her dwindling life in torment, and no more  
Where men can neither work nor watch and pray  
Shall quiet Thought and Sleep be scared away.  
There, where like breakers on a sorrowful shore  
Ever we hear the multitudinous roar,  
And day is night and night is turned to day.

For you in league with sunshine and sweet air,  
With comfortable grass and healing flowers,  
Have sworn to bring man back his natural  
good,  
Have planned a Garden City, fresh and fair,  
Where Work and Thought and Rest may ply  
their powers,  
And Joy go hand in hand with Brotherhood

# First Garden City Limited.

(Incorporated under the Companies Acts, 1862 to 1900, as a Company Limited by Shares).

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**AUTHORISED CAPITAL - - £300,000,**  
**SUBSCRIBED CAPITAL - - £116,000.\***

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## **GARDEN CITY ASSOCIATION.**

First Garden City Limited is the practical outcome of the propaganda of the Garden City Association, which was formed to advocate the principles embodied in Mr. Ebenezer Howard's "Garden Cities of To-morrow." The Association still continues to carry on the educational part of the movement, and is supported by voluntary contributions. The Secretary, 347, Birkbeck Bank Chambers, Holborn, London, W.C., will be pleased to forward particulars to those interested.

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*Garden City Press Ltd., Printers, Hitchin.*

*W. B. Peat*  
*Thomas Adams*



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# GARDEN CITY:

## Its Social and Economic Aspects

Reprinted from the "Clare Market Review," the Journal  
of the London School of Economics and Political Science.

### Letchworth— its Origin and Growth.

FIVE years last September the site of the Garden City at Letchworth in Hertfordshire consisted of six square miles of undulating agricultural land, interspersed with pleasant commons and copses, intersected by two country roads, the estate well timbered and containing two small villages having 300 inhabitants in all.

Since that date a rapid transformation has taken place, and there are now eight miles of new roads, seventeen miles of water mains, eleven miles of sewers, sites for the erection of 1,030 houses, fifty-five shops, and fourteen factories have been let; buildings of a capital value of £325,000 have been erected, 1,000 houses connected with the water supply, and 850 with gas, both of which latter undertakings are in the hands of the Garden City Company. There are also churches, clubs, social institutes, parks, schools, electricity for power purposes, and all the elements that are necessary for the making of a thriving industrial city. The population totals numbers about 6,000.

These facts are of interest to economists and sociologists, who are closely watching the experiment of building a town *de novo*, to see if it provides factors to illustrate their principles or indicates new features at present unrealised.

Whilst five years is but a very short time in which to draw conclusions, and an isolated experiment of this kind affords but little indication of the effect of a far-reaching application of the Garden City idea, yet much experience has already been gained that must be of value to social students. At the same time, the results upon which the experiment is tending indicate that in the future, when the idea and its promoters have been more fully realised, there will be found the most useful basis for generalisation.

From one point of view, the Garden City idea is a simple one, and consists merely in applying certain proved commercial axioms to newer conditions. An illustration: the enormous increment that accrues to the fortunate possessors of agricultural or merely agricultural land by its transformation into building land is too obvious to need comment; and this very factor is responsible for much discussion amongst reformers and others who have propounded various schemes for dealing with the "unearned increment."

The financial success of Letchworth rests almost entirely in the application of this well-known fact to its own growth, and everything points to the fact that ultimately it will have far-reaching effects on the development of Letchworth, and give rise to new aspects of town life that have not hitherto been manifested.

### Financial Stability of Garden City.

The land on which Letchworth is being built cost £40 per acre, and the whole estate of about 3,800 acres meant an outlay of £151,569 9s. 6d. A recent re-valuation of the estate shows that the land is now valued at £379,500, or an increase in value of £227,930 10s. 6d. Deducting cost of road-making, erection of electric, gas,



water plant, construction of sewers and all capital expenditure, this leaves a net appreciation of £131,693 6s. 1d. This, however, includes 2,500 acres still let at its agricultural rent, and when the nominal value of this is taken into consideration, it is found that the remaining 1,300 acres on which the town proper is built have increased in value to a very large extent.

This increment in the value of the land has taken place while the town is in its infancy, and the amount will be steadily increased as the town grows. The additional revenue in the shape of ground rents which this increment will produce will not go into the shareholders' pockets as landowners—as their return on capital is strictly limited to a cumulative dividend of 5 per cent. per annum—but the surplus which will remain will be devoted to the payment of those charges for which rates are levied in ordinary towns.

## A Rate-Free City.

There are good grounds for assumption, therefore, that a rate-free city is one of the expectations for the future. On the question of rents, the fact that workmen's cottages can be built at twelve to the acre only, at a yearly ground rent of 30s. per cottage, clearly shows that, as far as the land is concerned—the factor which usually determines rent values—this will not act as an influence for unduly inflating them. The difference in environment between the Letchworth artisan, living in his cottage built on one-twelfth or one-sixth of an acre of land, and that of the resident in Shoreditch, where 30, 40 and 50 houses to the acre are not uncommon, is immense. On this point the best results will be seen in the generation which is now growing up.

## Garden City and Health.

There is much talk of national physical degeneration just at present, and the committee appointed recently to inquire into this problem cited the urbanisation of the population as one of the main causes of this deplorable tendency. Although it is too early yet to furnish statistics from Letchworth as to the physical superiority of its children over the child of the large city, the vigorous and healthy robustness of the Garden City youngsters is already one of the features of the place much commented on by visitors. How important this aspect of the Garden City movement is will be better realised from the following statistics which have been prepared from communities organised on similar lines to, though smaller, than Garden City:—

### STATISTICS OF LETCHWORTH, BOURNVILLE, PORT SUNLIGHT, BIRMINGHAM AND LIVERPOOL.

Death rate in Letchworth for 1907	4·8 per 1,000.
"    "    Bournville for 6 years	7·5 "
"    "    Birmingham for 6 years	17·9 "
Infant mortality in Bournville for 6 years	78·8 "
"    "    Birmingham for 6 years	170·0 "
Average height of Bournville boy of 11 years of age	4 feet 9 inches.
"    "    Birmingham slum boy of 11 years of age	4 feet 2 inches.
Average weight of Bournville boy of 11 years of age	4 st. 13 lbs.
"    "    Birmingham slum boy of 11 years of age	3 st. 11 lbs.
Greater chest measurement of Bournville boy over Birmingham boy	3 inches.
<sup>1</sup> Average height of 14 year old children in Port Sunlight Schools	62·2 inches.
"    "    "    "    Liverpool Council Schools.	55·2 inches.
<sup>1</sup> Average weight of 14 year old children in Port Sunlight Schools	108 lbs.
"    "    "    "    Liverpool Council Schools	71·1 lbs.

<sup>1</sup> These statistics were obtained by Dr. Arkle, of Liverpool, at the request of the Liverpool Education Committee. They were the result of most careful methods, which insured the absolute reliability of his information, and which necessitated him examining ALL the children in various grades of schools in Liverpool. The conclusions, though startling, may be relied upon for their accuracy.



## **Industrial Decentralisation.**

Letchworth has a very important bearing on many questions, particularly that of industrial decentralisation. The abundant evidences that the movement towards the centralisation of industries in towns and cities, which has been the signal feature of the last century is now giving place to a reverse movement, and during the last decade the tendency of manufacturers to move their industries out into the country away from London and the same applies in a lesser degree to other large cities—has been increasingly apparent. Quite independent of this, too, the population is migrating steadily to the suburbs, getting further and further away from the centres as the facilities for locomotion improve. This last aspect, though an extremely natural one, must soon reach its limit, even if means of transit improve and become accelerated far beyond anything we at present conceive possible. Human beings, besides being the most costly commodity to transfer from one point to another, are finding that the wear and tear involved in travelling long distances daily to and from their avocation is considerable, and renders them less efficient producers of wealth in consequence. The waste of money, waste of time, and physical wear and tear, all point to the conclusion that long distances of travel night and morning are not economical, but are merely palliatives arising from our attempts to patch up or minimise the social and industrial inconveniences incidental to city life generally and London life in particular. It has been carefully calculated that by moving their works to Letchworth, a large firm of London printers saves its employees 1,000 miles of railway travelling daily. This one illustration alone is sufficient to explain how Garden City touches the question of the suburban dweller who constitutes so large a proportion of the town population. The continuous demand for, and granting of, cheaper railway fares and workmen's trains to carry people out to the suburbs, seems calculated to foster the growth of the already overgrown and over-congested city rather than remedy the defects incidental to its overgrowth, and to encourage this demand is therefore quite a debateable point.

From the standpoint of the manufacturer, I have already referred to the tendency to decentralise industry, and though the movement outwards is a daily one, it has hitherto gone on in a spasmodic and unorganised manner, with the result that manufacturers have found that the change from urban to rural districts has failed to bring all the advantages which it was expected it would. The difficulties attending such a transference of industry are many and important, and, if considered in detail, will be clearly apparent.

What Garden City has done has never been attempted before on such a scale, *viz.*, to organise and systematise this decentralisation movement, and ensure that most of the advantages which centralisation brought are retained; and few, if any, of the disadvantages, which a change from town to country often brings, are suffered. Town life and country life are brought together in such a manner that both are capable of fullest realisation without loss to either, and this applies equally to the employer and employee.

The space at my disposal does not allow a too detailed amplification of the conditions that are in existence at Letchworth which make this possible, but the happy reconciling of frequently conflicting circumstances has been so realised in fact known to those who have closely followed the Letchworth experiment.

## **Advantages to Manufacturers.**

A manufacturer at Letchworth can build a bigger, better-lighted, healthier and more convenient factory than he could for even a like expenditure of capital in London or the suburbs. He can have all the advantages of electricity for power, gas for lighting and heating, sewers, water supply, good roads, railway and goods traffic facilities at his very door, and his employees housed under healthy conditions, in picturesque and cheaper houses than those formerly inhabited and within five or ten minutes' walk off his factory door. From the standpoint of production these factors must mean greater efficiency and greater advantage all round.



## **Garden City and Agriculture.**

Though primarily an industrial town, it is not intended that Letchworth shall be simply that alone. When the estate of 3,800 acres, on which Letchworth is being built, was purchased, it was decided that about 1,300 acres only should be laid out for the city itself, leaving 2,500 acres as a broad agricultural belt round the outside of the town area, so that the expansion of neighbouring towns and villages should not result in Letchworth being hemmed in by, if not actually joined to, vast expanses of bricks and mortar, and its position as a model healthy city thus endangered.

This permanent "lung" round the city is being devoted to smaller or larger farms, small holdings, poultry farms, fruit farms, and agricultural pursuits generally. It was hoped that by adopting this combination of country and town, some indication might be given as to how the depopulation of the rural districts might be arrested. By providing a market for agricultural produce at the very doors of the agriculturist, agriculture and market gardening could be made more profitable, as railway rates and other charges could be saved.

The presence of the city, with all the amenities and conveniences of city life, was expected to act as a powerful incentive to the labourer in the villages on the estate and the surrounding villages also, to retain his interest in the soil and not migrate to distant towns for the town advantages that, in the average village, he could not get at home. That this has actually been the case is proved by the fact that the population of the villages, which had previously been steadily decreasing, has, since the advent of Garden City, considerably increased in numbers. When we consider that there are already in existence factories, good schools, and that social facilities of every kind are abundant, it is obvious that the meeting of the villagers' need for the industrial, educational and social requirements of his children was bound to have an effect on the rural depopulation question. Here, again, an isolated experiment such as Letchworth is of indicative value only, and in itself can make scarcely any perceptible impression on the constant migration of the rural population, which is steadily drawn by the magnet of the towns away from its simpler life in healthy surroundings to swell the overcrowded and over-congested towns, with their attractions and unquestioned opportunities for advancement in life.

## **An example of Town Planning.**

The necessity for some system of town planning in England, such as is in operation in certain of the Continental towns, is already exercising the minds of our legislators. Letchworth has been planned from the outset with all its streets, roads, and squares of the proper width, its open spaces, parks, etc., either actually made or reserved for future making. Whilst the planning of a town at the commencement is of importance in adding to its picturesqueness, and in enabling transit from one point of the town to another to be made with the greatest convenience, there is another aspect of it which, as far as present towns are concerned, has an important bearing. It is well known that improvements in towns, such as road widening, pulling down insanitary areas, re-housing schemes, the provision of parks, open spaces, etc., are exceedingly costly public services, and generally involve a considerable increase in the rates when they require to be performed. Owing to the high value of the land in some of the large cities, such necessary improvements—necessary to public health and convenience—can oft-times only be carried out at an almost prohibitive cost. All these high-rate producing factors have been eliminated in Garden City, and this must have a distinct and far-reaching effect on the industrial question in so far as it deals with the cost of production.

Garden City is as yet merely in its infancy, but, as I have tried to point out, it has already proved fruitful in object lessons and suggestions of value to economists and sociologists. In the multiplication of Garden Cities throughout the land the far-reaching and practical results of these suggestions and object lessons will be more clearly apparent.



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## *Garden City Cottages and the Co-operative Building Society.*

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**I**N the construction of a Garden City the assistance of many sound and worthy financial institutions is admittedly necessary. The majority of modern movements would be at a loss without the assistance of the Banker. These are simply platitudes. Garden City no sooner became recognised as a practicable scheme than it came into contact with the Co-operative Permanent Building Society. It will be readily seen that a Society which exists to advance upon fair and reasonable terms to individuals who desire to purchase or build a house in which to live, would be welcomed as a boon by many persons desirous of settling in the City, but who have not been so fortunate as to possess the total sum necessary for that purpose.

The Co-operative Permanent Building Society advances from 75 to 80 per cent. of the value of houses in Garden City, such value being certified by its own Surveyors. The borrower agrees at the outset as to the exact time he is to take in paying the advance back. A scale of re-payments is presented to him, varying from one to 25 years. He takes his choice, and no legal power can compel him to pay the money back more quickly than he agrees

to do. For example, if an intending settler desires to borrow £100, he could agree to pay it back in 25 years at the rate of 11s. 10d. per month, which includes both capital and interest. Nearly one-half the ordinary houses built in the City have been so financed by the Co-operative Building Society.

It may be asked: Where, and upon what terms, does the Society gather together the money from which to make these advances? It may briefly be said that it is recognised in financial circles as being a sound and up-to-date means of investment. Moreover, it is regarded in circles of Social Reform as a Society which operates healthily in connection with the Housing Problem. Whilst not claiming to provide a solution, the Society certainly claims to make a serious contribution to a final solution. Its annual income is now over £100,000, and there are signs that such will increase rapidly in the future, as in the past. Its two classes of capital are Share and Loan Deposit. Upon the former it has paid 5 per cent. interest since the inception of the Society, in 1884, and it offers 3½ per cent. for the latter. Withdrawals are promptly paid, and, as before indicated, the security is absolute.

These few observations are set down with a view to interesting you in the operations of the Society, not to inform you fully upon the details of its procedure, which details will be supplied at once should you care to make application for them. In the Society's prospectus, "A Measure of Success," these are set forth so clearly that he "who runs may read."

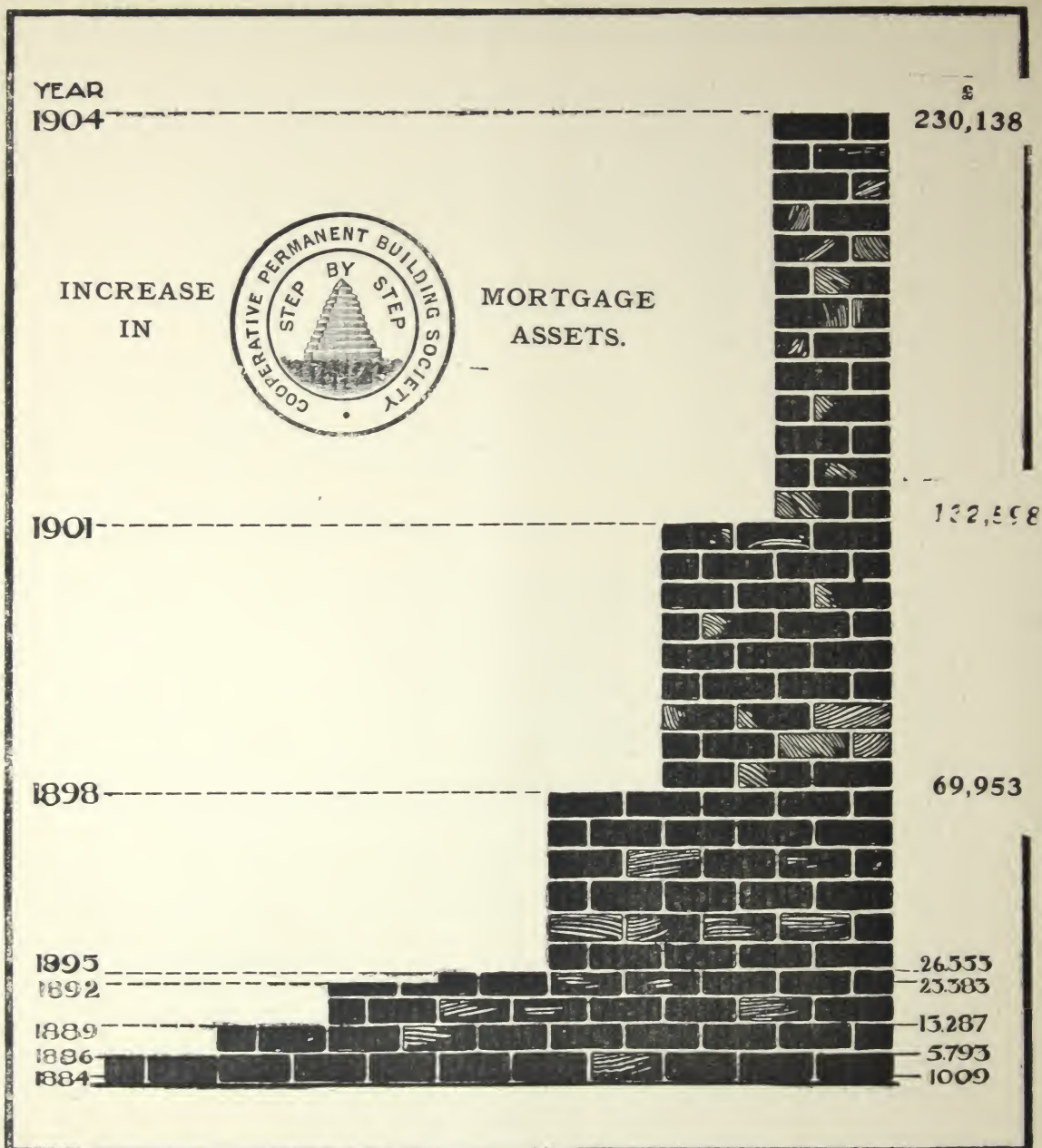


At a Conference held under the auspices of the Society in March, 1904, presided over by the Bishop of Rochester, the Directors duly recorded their great hopes for the future of the important housing experiment which is being worked out by means of beautiful buildings at Letchworth. They now desire to again state their hopes that the Society may be enabled to assist the experiment even more in years to come, being enabled to do so by the increasing investments of those, who, in common with them, desire to press forward Housing Reform.



*Block kindly lent by "Builders' Journal."*

Pair of Cottages designed by Messrs. Bennett & Bidwell.



This "at a glance" diagram shows comparatively the Mortgage Assets of the Society at certain periods.

All details and particulars, including Balance Sheet, from ARTHUR WEBB, Secretary, 22, Red Lion Square, Holborn, or from the Local Agent, J. W. COLE, Letchworth.

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